



**QUARTERLY REPORT**

**FOR**

**October - December 2020**

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**KSMG (FM), Seguin, TX**

**CMG NY/Texas Radio, LLC**

# **ISSUES AND PROGRAMS REPORT**

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## **OVERVIEW**

## OVERVIEW

KSMG, Magic 105.3, develops on-air programming to address issues of significant importance to the cities and residents of Seguin and San Antonio.

We have two 30-minute programs running Sunday mornings beginning at 6:00am and ending at 7:00am. They run under the umbrella program entitled "WEEKEND MAGAZINE". KSMG's show is called "KSMG City View".

Issues addressed on the shows are ascertained through interviews with community leaders, representatives of charitable and civic organizations, and those individuals who are making a difference in our listening area.

Listed are the issues covered which have been deemed to be of the greatest significance to listeners in Seguin and San Antonio:

- GOVERNMENT/LEGAL
- HEALTH
- EDUCATION
- FINANCIAL/ECONOMY
- FAMILY ISSUES

## **CIVIC AND COMMUNITY INVOLVEMENT**

## CIVIC AND COMMUNITY INVOLVEMENT

### 4<sup>th</sup> Quarter 2020 Community Events:

#### **Humane Society's Virtual Fall Fest 10/1**

KSMG's Jenny Lee and Tony Cortez hosted the Humane Society's Virtual Fall Fest: Friends for Life, which raised money for the Humane Society of San Antonio. KSMG also supported this event with on-air mentions.

#### **Advertising Grant 10/1-10/30**

KSMG supported the Cox Media Group Advertising Grant. During the month of October, Cox Media Group supported local businesses by having them sign up for our Advertising Grant, sponsored by Beyer Boys Air Conditioning, Heating and Plumbing. Local small businesses were asked to apply for a \$10,000 Advertising Grant, by writing an essay detailing the impact the Covid-19 pandemic had on their business, the impact of their business on the community, as well as the employee loyalty and business culture. Ten winners were selected and were each given a \$10,000 advertising grant to promote their local business.

#### **Lone Star Chapter of the Lupus Foundation: Lupus Walk 10/5-10/10**

KSMG supported the Lone Star Chapter of the Lupus Foundation with on-air support and social media posts. The "Walk our Way" virtual walk was held on October 10<sup>th</sup> and benefited the Lupus foundation.

#### **Primarily Primates 10/7-10/13**

KSMG supported Primarily Primates by volunteering at the animal rescue, as well as mentioning their "Giving Day for Apes" fundraiser on October 13<sup>th</sup>. Primarily Primates is a non-profit sanctuary in Bexar County, Texas that provides lifetime care for 300 + animals, mostly primates, including 33 chimpanzees. They held the fundraiser hoping to raise money to help build an open space chimpanzee area. We supported this with on-air announcements, and social media posts.

#### **Treats for Troops 10/28-11/2**

KSMG supported Soldiers' Angels with their Treats for Troops candy drive. We ran promotional announcements telling listeners how they could donate excess Halloween candy to deployed servicemen and women. Listeners were asked to take any unwanted individually wrapped candy to any Gunn Automotive Dealership or Collision Center and it would be sent overseas.

**San Antonio Food Bank 11/2-11/25**

During the month of November, KSMG collaborated with the San Antonio Food Bank, Security Service Credit Union and HEB to participate in the annual Food 4 SA Food Drive. KSMG supported the food drive with on-air announcements, website and social media posts. The Food 4 SA food drive raised over two million pounds of food with this virtual food drive! Food and monetary donations donated to the San Antonio Food Bank help feed the local San Antonio community.

**Children's Hospital of San Antonio 11/24-12/20**

KSMG supported the Children's Hospital of San Antonio with the 2<sup>nd</sup> Annual Radiothon to raise money for the children of San Antonio. KSMG held the Magic Cares for Kids Radiothon on December 10<sup>th</sup>, on-air and online. All Cox Media Group stations came together to raise funds for this non-profit, Children's Miracle Network hospital. The radiothon was sponsored by Stephen's Roofing, Elmer's AC Plumbing and Heating, and Texas Lending.com. All the funds raised will help those that need it most in the San Antonio community.

**Illuminight 12/5-12/11**

KSMG supported Illuminight with on-air mentions. Held on the grounds of the AT&T Center, this event benefitted the community through Spurs Give. Attendees were able to have a safe and magical way to ring in the holidays and see over 4 million twinkling Holiday Lights, 3D Displays and Festive Fare!

**The Magik Theatre: Snow White Performance 12/5-12/11**

KKYX supported the Magik Theatre with promotional announcements. This organization offers classes and camps for students in San Antonio, as well as field trips for local students to attend various theatre performances.

**Special Reach: Holiday Drive-Thru Extravaganza 12/7-12/10**

KSMG supported Special Reach with on-air announcements to let people know about their Holiday Drive-Thru Extravaganza – a contact less event exclusively for special needs children and their siblings. This was also supported with website presence and a link to their RSVP page.

**Front Row From Home 12/12-12/13**

KSMG kept the community upbeat and entertained with Front Row From Home concert. An hour of commercial free, LIVE music, with access to the virtual backstage and great interviews, sponsored by Mr. Plumber.



## **ISSUE-RELATED PROGRAMMING**

## GOVERNMENT/LEGAL

<b>DATE AIRED</b>	<b>PROGRAM TITLE</b>	<b>GUEST</b>	<b>ORGANIZATION</b>	<b>SYNOPSIS OF TOPIC</b>	<b>TIME DEVOTED</b>
10/18/20	City View	Jacque Callanen	Bexar County Elections Administrator	How this election is so very different from all of the ones she has worked on in 24 years, because of the pandemic.	6:30AM 30:00
10/25/20	City View	Jacque Callanen	Bexar County Elections Administrator	She talks about a record number of registered voters and expanding early voting; handling an election during a pandemic	6AM 30:00
11/1/20	City View	Roberto Trevino	District 1 City Councilman	Expanding a District 1 pilot program to help the homeless to the other 9 City Council districts	6:30AM 30:00
12/27/20	City View	Jackie Ipina	MADD, Mothers Against Drunk Driving	She urges people to plan a safe ride home if they are going to be drinking during the holidays. She talks about how much personal and financial devastation can be avoided by simply planning not to drive when you are drinking	6:30AM 30:00

# HEALTH

<b>DATE AIRED</b>	<b>PROGRAM TITLE</b>	<b>GUEST</b>	<b>ORGANIZATION</b>	<b>SYNOPSIS OF TOPIC</b>	<b>TIME DEVOTED</b>
10/4/20	City View	Mona Patel	San Antonio Amputee Foundation	Patel, an amputee, established the foundation to help others who have had amputations, get involved in adventurous activities and overcome challenges	6AM 30:00
10/18/20	City View	Lona Sheeran	Worldwide Clinical Trials	She explains a COVID-19 study they are recruiting volunteers for. She talks about how vaccines are developed and tested	6AM 30:00
11/8/20	City View	Leann Carroll Justin Carroll	PanCAN, Pancreatic Cancer Action Network	Leann talks about how pancreatic cancer took her husband Mike Carroll. She talked about their ordeal, including a lengthy delay in getting a diagnosis	6AM 30:00
11/22/20	City View	Simera Nichols Karla Gonzalez	San Antonio Eye Bank	Nichols talks about how all of us can restore someone's sight by agreeing to be an eye donor when we die. Gonzalez talked about the gift of sight given by her 17-year-old son Jeremiah when he was killed in a car crash five years ago	6:30AM 30:00
11/29/20	City View	Simera Nichols Karla Gonzalez	San Antonio Eye Bank	How to become an eye donor and restore someone's sight when you die. Gonzalez talks about the gift of sight her 17-year-old son gave to a San Antonio man 5 years ago	6AM 30:00
12/6/20	City View	Mona Patel	San Antonio Amputee Foundation	Patel, an amputee, established the foundation to help others who have had amputations, get involved in adventurous activities and overcome challenges	6AM 30:00

12/13/20	City View	Mona Patel	San Antonio Amputee Foundation	Patel, an amputee, established the foundation to help others who have had amputations, get involved in adventurous activities and overcome challenges	6AM 30:00
12/20/20	City View	David Lander	Actor and Writer	Lander, who played Squiggy on "Laverne and Shirley" talks about his show business career and battling Multiple Sclerosis	6:30AM 30:00

## EDUCATION

<b>DATE AIRED</b>	<b>PROGRAM TITLE</b>	<b>GUEST</b>	<b>ORGANIZATION</b>	<b>SYNOPSIS OF TOPIC</b>	<b>TIME DEVOTED</b>
12/6/20	City View	Andrea Vocab Sanderson	Poet Laureate of San Antonio	How she became interested in poetry and music as a young child; becoming Poet Laureate and her mission for the next three years	6:30AM 30:00
12/13/20	City View	Andrea Vocab Sanderson	Poet Laureate of San Antonio	How she became interested in poetry and music as a young child; becoming Poet Laureate and her mission for the next three years	6:30AM 30:00

## FINANCIAL/ECONOMY

<b>DATE AIRED</b>	<b>PROGRAM TITLE</b>	<b>GUEST</b>	<b>ORGANIZATION</b>	<b>SYNOPSIS OF TOPIC</b>	<b>TIME DEVOTED</b>
10/11/20	City View	Penny Benavidez	Goodwill San Antonio	October is National Disability Employment Awareness Month; she talks about their job training programs and Good Careers Academy, which are open to all	6:30AM 30:00
10/11/20	City View	Nelson Wolff	County Judge of Bexar County	How the pandemic is affecting Bexar County; development of Bexar County Strong, a job training program for people out of work	6AM 30:00
10/25/20	City View	Penny Benavidez	Goodwill San Antonio	Expanding retail operation that is fueled by donations. Proceeds are used to fund job training programs	6:30AM 30:00
11/8/20	City View	Roger Enriquez	UTSA Professor & Director of Westside Community Partnerships	The forces that are pushing people out of their longtime family homes on the West Side, and what organizations are doing to help people stay in their homes	6:30AM 30:00
12/27/20	City View	Richard Sifuentes	UTSA Small Business Development Center	The free and low-cost services the Center provides to new and existing businesses. The kinds of problems the pandemic has created for businesses; so many have had to pivot to survive	6AM 30:00

## FAMILY ISSUES

<b>DATE AIRED</b>	<b>PROGRAM TITLE</b>	<b>GUEST</b>	<b>ORGANIZATION</b>	<b>SYNOPSIS OF TOPIC</b>	<b>TIME DEVOTED</b>
10/4/20	City View	Alexis Castillo	San Antonio Humane Society	Responsible pet ownership, no-contact pet adoptions and a new medical building opening soon	30:00 6:30AM
11/8/20	City View	The counseling team at NVOP	National Veterans Outreach Program	The Healthy Minds, Healthy Heroes program, offering free outpatient in-person or virtual counseling to veterans	6AM 30:00
11/15/20	City View	Dawn White-Fosdick	CAM, Christian Assistance Ministry	Challenges they have faced since the pandemic began; they help people in crisis and their numbers have surged. They need help in the form of donations and volunteers	6:30AM 30:00
11/15/20	City View	Roger Enriquez	Westside Community Partnerships UTSA Professor	The housing affordability crisis in San Antonio; how West Side residents are being pushed out of their longtime family houses	6AM 30:00
11/22/20	City View	Dawn White-Fosdick	CAM, Christian Assistance Ministry	How the pandemic has changed the way they operate at a time when demand for their services has increased dramatically	6AM 30:00
11/29/20	City View	Sherry Derdak	Feral Cat Coalition	Responsible pet ownership; what the Coalition does to reduce the number of unwanted cats in San Antonio	6:30AM 30:00
12/20/20	City View	Rev. Denise Barker	Magdalena House	Restoring lives of women who have survived domestic violence and trafficking. They have a safe place to live while they work on becoming self sufficient	6AM 30:00

## **PUBLIC SERVICE ANNOUNCEMENTS**



# PUBLIC SERVICE ANNOUNCEMENTS

(PSA's are :15, :30 and :60 spots that run Midnight to Midnight.)

DATE AIRED	ORGANIZATION	TOPIC	ISSUE/CATEGORY	NUMBER OF TIMES AIRED
10/1/2020-10/31/2020	Advertising Council	Texting and Driving	Community	39x
10/1/2020-10/31/2020	Texas Association of Broadcasters	Army National Guard	Community	88x
10/1/2020-10/31/2020	Texas Association of Broadcasters	Voter Education	Community	149x
10/1/2020-10/31/2020	Texas Association of Broadcasters	TXDOT Don't Mess with Texas	Community	36x
10/1/2020	Humane Society	Virtual Fall Fest	Community/Animals	2x
10/1/2020-10/30/2020	Cox Media Group	Advertising Grant	Community/Local Business	143x
10/4/2020-10/10/2020	Lupus Foundation	Lupus Walk	Community/Health	34x
10/7/2020-10/13/2020	Primarily Primates	Giving Day for Apes	Community/Animals	7x
10/28/2020-11/2/2020	Soldier's Angels	Treats for Troops	Awareness/Military	18x
11/1/2020-11/30/2020	National Association of Broadcasters	We are Broadcasters	Community	58x
11/1/2020-11/30/2020	Texas Association of Broadcasters	Army National Guard	Community	84x
11/1/2020-11/30/2020	Texas Association of Broadcasters	Voter Education	Community	14x
11/2/2020-11/25/2020	San Antonio Food Bank	Food 4 SA	Community	233x
11/24/2020-12/20/2020	Children's Hospital of San Antonio	2 <sup>nd</sup> Annual Radiothon	Community/Health/Children	238x
12/1/2020-12/31/2020	National Association of Broadcasters	We are Broadcasters	Community	62x
12/1/2020-12/31/2020	Texas Association of Broadcasters	Army National Guard	Community	89x
12/5/2020-12/11/2020	Spurs Give	Illuminight	Community Fundraiser	21x

12/5/2020- 12/11/2020	Magik Theatre	Snow White Performance	Community/Education	21x
12/7/2020- 12/10/2020	Special Reach	Holiday Drive-Thru Extravaganza	Community/Special Needs	9x